

Message Text

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UNCLAS OSLO 5114

E.O. 11652: N/A
TAGS: BEXP
SUBJ: IN-STORE PROMOTIONS

REF: (A) STATE 008743, (B) OSLO 3478

1. REF (A) SHOWED \$5,000 SUPPORT PLANNED FOR SPRING 1977 IN-STORE PROMOTION AT STEEN AND STROM. SUBSEQUENTLY, REF (B) REPORTED STEEN AND STROM HAD DECIDED AGAINST PROMOTION.

2. WE NOW HAVE SERIOUS INTEREST IN SPRING 1978 REPEATE 1978 PROMOTION AT CHRISTIAN GLASMAGISIN, OSLO, AND TWO BERGEN STORES: SUNDT AND KOLVERHUSSET. TWO BERGEN STORES UNDER SINGLE MANAGEMENT WOULD COMBINE IN ONE IN-STORE PROMOTION CONTRACT. OSLO STORE WOULD HAVE SEPARATE CONTRACT, BUT WOULD COOPERATE WITH BERGEN STORES IN PURCHASING.

3. NORWEGIAN RETAIL STORE BUYERS REPORT DIFFICULTY IN FINDING U.S. SUPPLIERS WILLING TO DEAL IN SMALL LOTS, SO THIS PROPOSAL PERMITTING LARGER PURCHASES AND MORE VARIETY, MAKES EMINENT SENSE, STORES PROPOSED FURTHER DISCUSSION EARLY 1977, WHERE UPON EMBASSY EXPECTS TO PROPOSE THREE-STORE PROMOTION ON TOW CONTRACT, EACH CONTRACT FOR \$5,000 SUPPORT.

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